

Architectural Character, Landscaping, and Site Design

The Fiesta restaurant and bar project is located at the corner of the cross streets, E. Camelback and N. Saddlebag Trail and serves as a focal point, a “gateway”, to the future major development at the Scottsdale Collective. The Fiesta restaurant and bar building is three-story’s high, with parking and lobby on the ground floor, restaurant/ bar with open patio on second and a speakeasy on the top floor. Special design consideration was given to building design, massing, materiality and how it all ties seamlessly to the streetscape and surrounding neighborhoods. The building varying heights, featured tequila wall, unique architectural massing elements and abundances of native landscaping incorporated at each floor are some of the key design elements that makes this building site perfect. Large part of the design is the landscaping at the exterior as well as on the patios and inside the building. The proposed plants will include variety of native plants that thrive in the Sonoran Desert climate. Vast landscaping will give the building that additional layer of color, texture and will enhance the overall pedestrian experience. Native trees incorporated into the landscaping along the walkways will create canopy shaded paths that will promote and enhance the pedestrian safe circulation.

Ingress, Egress, On-Site Circulation, Parking, and Pedestrians

Extra attention was paid to the site design and how pedestrians experience it. How easy it is to park at the site and be able to walk around the district while also promoting proper circulation. This was achieved with an abundant on-site parking along with many additional at the off-site location complemented with a valet service during peak hours which will make it a desirable location for patrons to visit. The building can be easily accessed by car off the main E. Camelback Street and out the back alley at the Saddleback Trail.

Mechanical and Utility Equipment

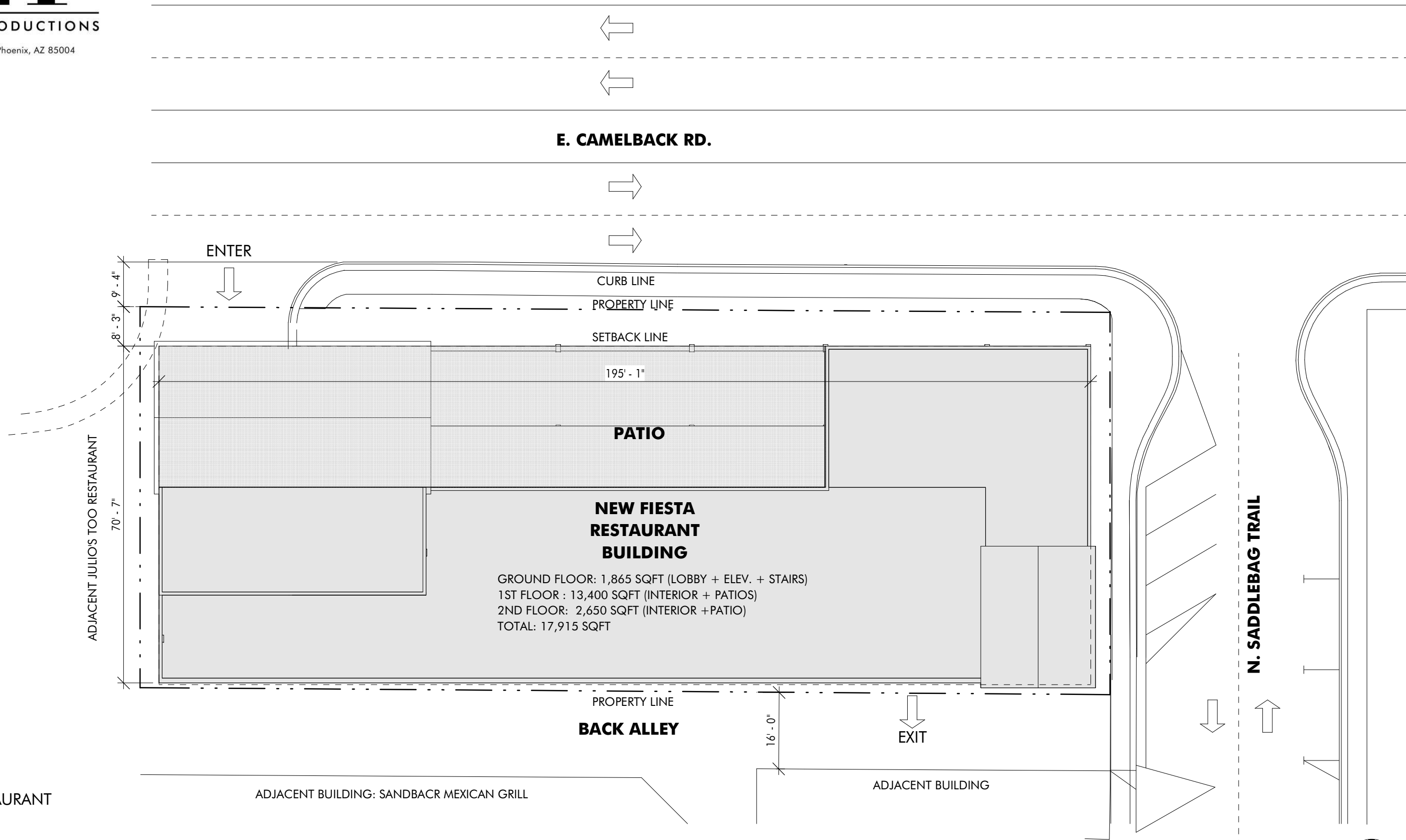
For all exterior mechanical, utility and communication equipment the Fiesta restaurant and bar development proposes it to be located in the areas that do not conflict with any circulation and it is screened from any major public view. At the ground floor, the refuse area is located at the back corner of the parking garage facing away and towards the back alley. The enclosure wall and the gate materiality match the overall buildings characteristic and finishes. All roof mounted units are to be screened by higher building parapets that, again, are the same materiality characteristics. Doing so will not only conceal these elements but immerse the patron into the full Fiesta restaurant and bar experience.

Old Town Scottsdale

The proposed Fiesta restaurant and bar's building architecture, materiality and detailing preserve the unique character of Old Town Scottsdale with a dash of modern approach with its vast use of honest, earthy colored bricks, wood trellises, metals and a plaster-esque type wall finish. The building offers multiple setbacks and heights which provide dimensionality by projecting in and out with a refurbished sidewalk, new landscaping that compliments the new building design, and a recessed second story deep patio. The courtyard design, raised onto the second floor, is open to above and offers a lush, lively, and community based environment that is draped with fresh greenery. Fiesta bar and restaurant promotes an enhances the pedestrian-oriented streetscape environment by applying "selfie moment" murals and canopy shaded walkways during the hotter months. Fiesta restaurant and bar's development plans to include local artists in murals that highlight the Mexican and tequila characteristics. This not only allows pedestrians or vehicles to stop and snap a photo of the visually demanding art but to also attract people who have never been into the historic Old Town Scottsdale entertainment district. With its prime location it will not only be a new and exciting restaurant and bar, but will also promote the art and culture that Scottsdale has to offer by incorporating dark, rich, and intimate Mexican culture. The ground floor also offers a sustainable approach to landscape by providing cactus and succulent type plants with native trees along the streetscape. This promotes a water-conscious landscape while also providing a sense of home for native Sonoran Desert residents.

Location of Artwork

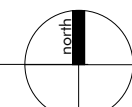
With Fiesta bar and restaurant being at the corner of Saddlebag Trail and E Camelback, which sits in between multiple high pedestrian traffic locations, the inclusion of visually stimulating artwork is mandatory. With the foot traffic in mind, murals, 3-story high tequila walls, tequila sculptures, and green vegetation walls and landscaping all will be accessible to the public. Being conscientious of the surrounding entertainment buildings the artwork will be at locations that do not conflict with entrances, natural features, or future development.



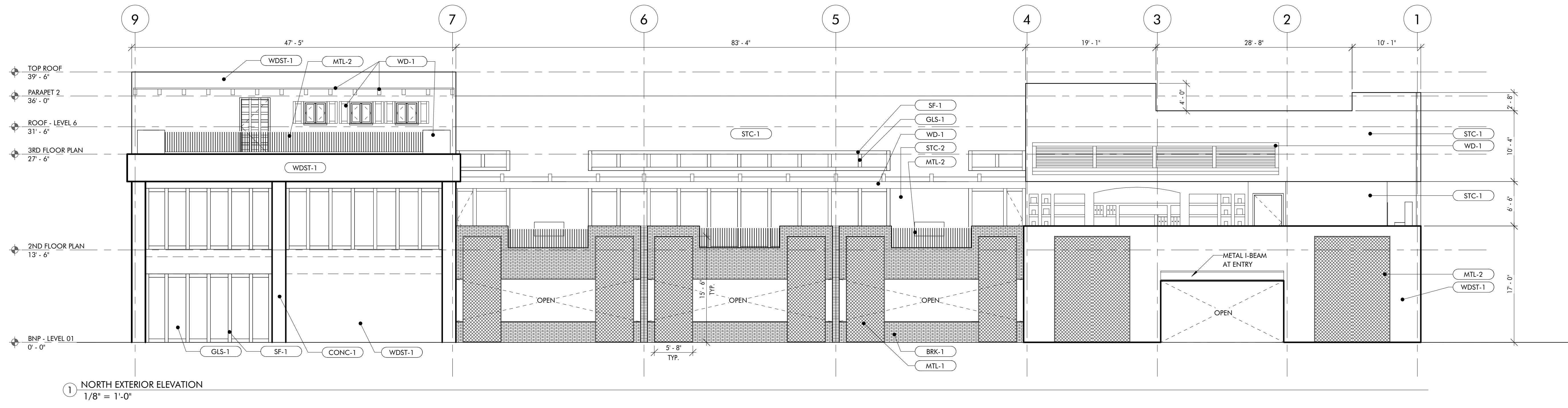
FIESTA BAR & RESTAURANT
7343 E. CAMELBACK RD.
BN1556DALE, AZ 85251

06/14/21 PRE-APP SUBMITTAL

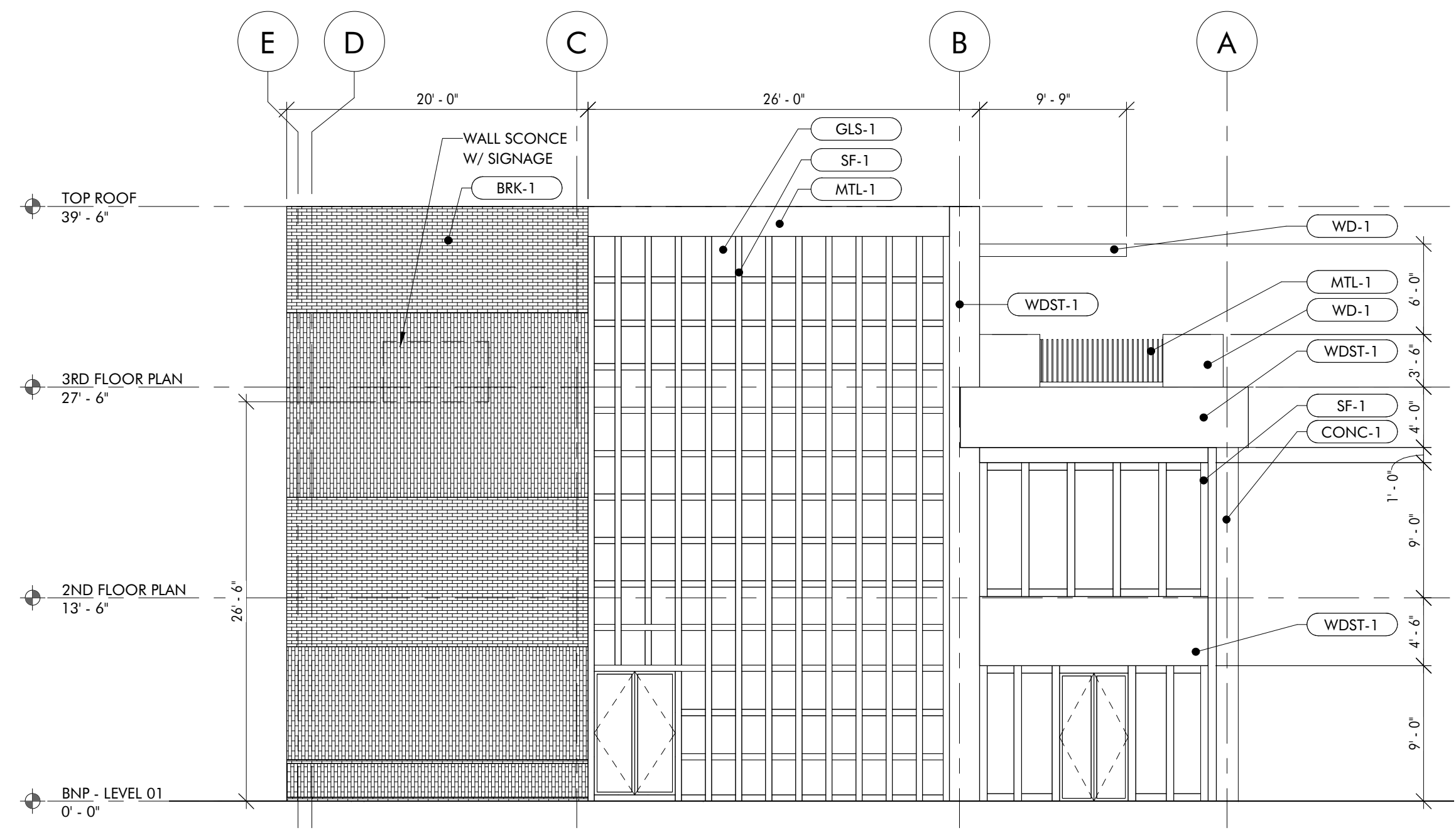
1 NEW SITE PLAN
1" = 20'-0"



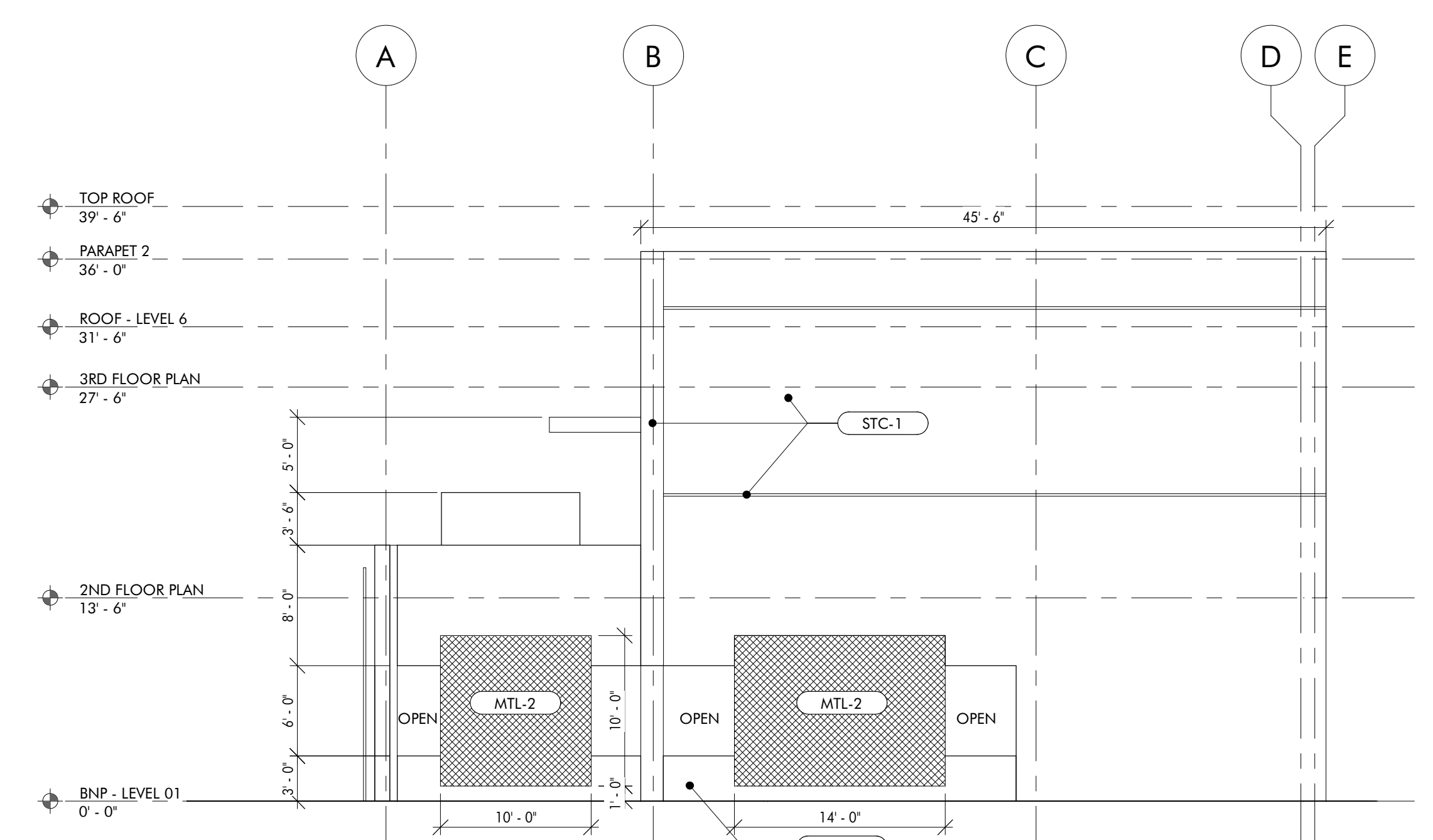
C:\Users\Jason.Rieker\Documents\FIESTA BAR AND RESTAURANT_CENTRAL_062421_mars01 bnp.rvt



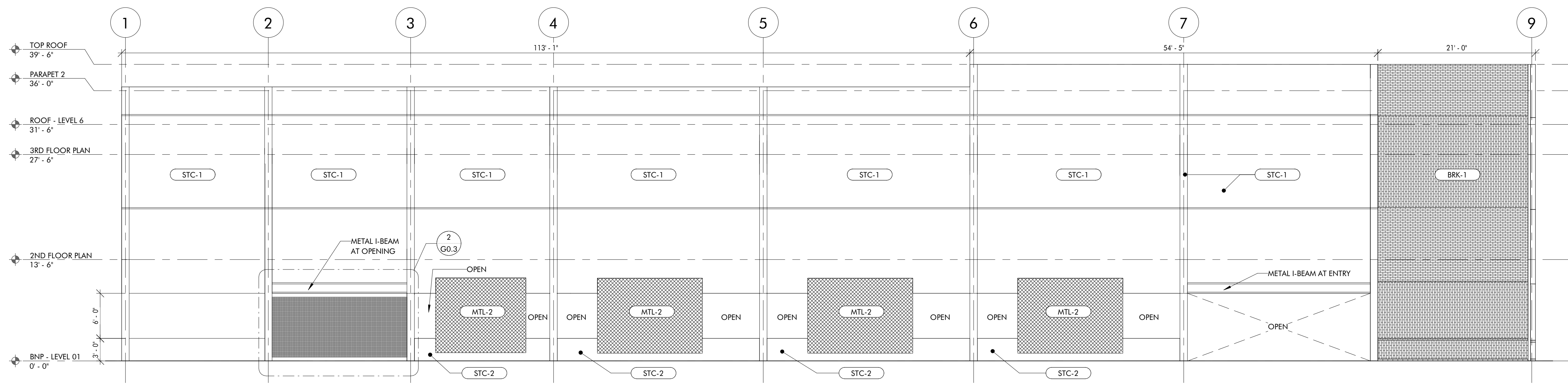
1 NORTH EXTERIOR ELEVATION
1/8" = 1'-0"



2 EAST EXTERIOR ELEVATION
1/8" = 1'-0"



3 WEST EXTERIOR ELEVATION
1/8" = 1'-0"



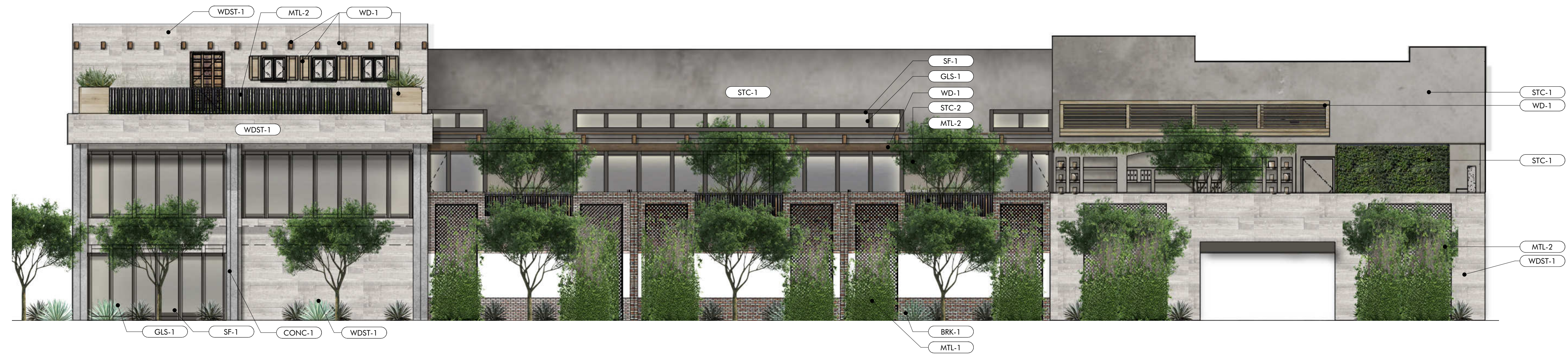
4 SOUTH EXTERIOR ELEVATION
1/8" = 1'-0"

BNP
BAR NAPKIN PRODUCTIONS
2828 N Central Ave, Ste 1300, Phoenix, AZ 85004
602.492.9494 | bnp-llc.com

NOT FOR CONSTRUCTION

FIESTA BAR & RESTAURANT
7343 E. CAMELBACK RD.
SCOTTSDALE, AZ 85251
Issue Date 09.17.2021 DRB SUBMITTAL

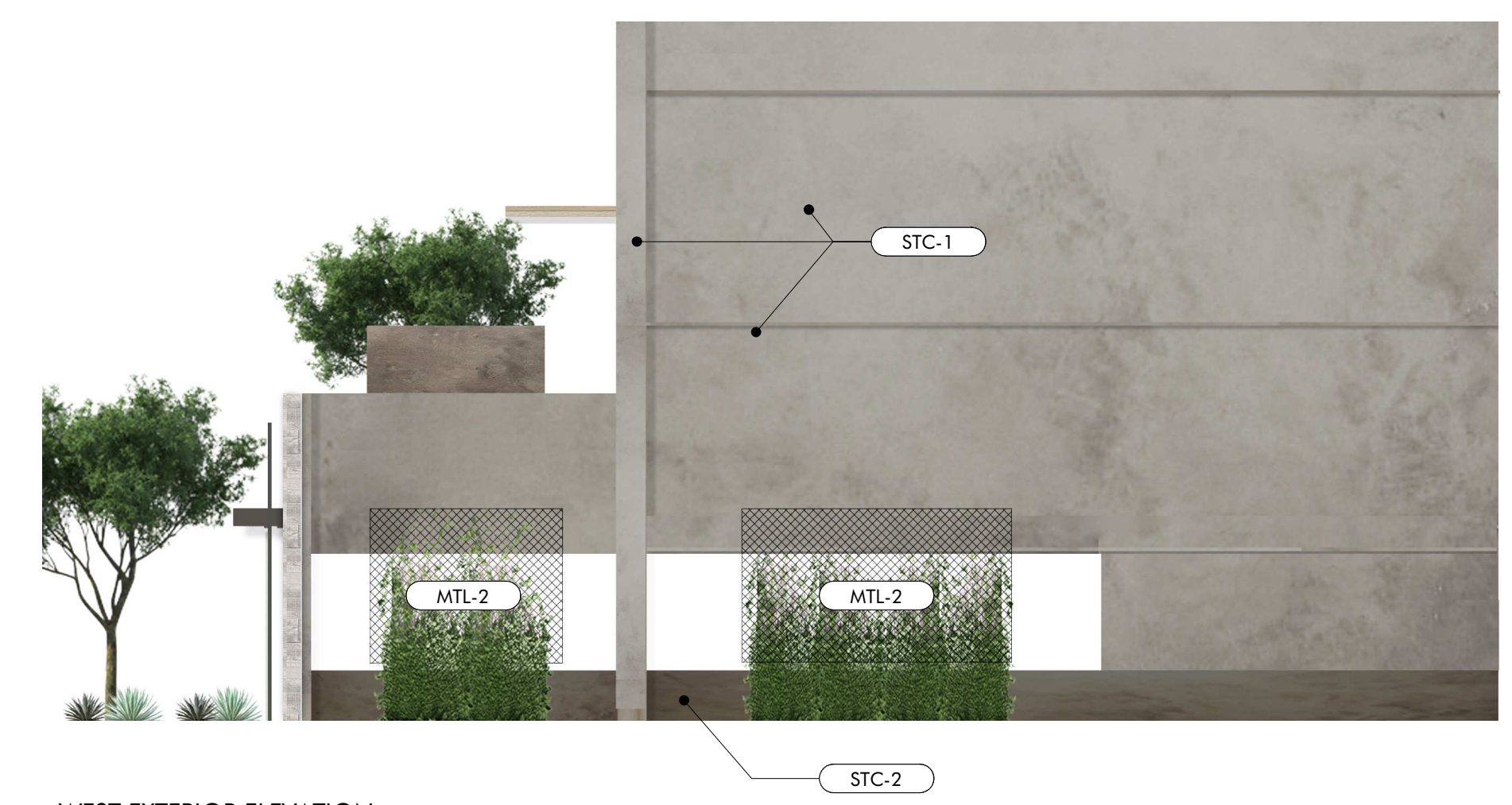
EXTERIOR / STOREFRONT ELEVATIONS **A5.0**
BN1556
38-BR-2821
9/23/2021



1 NORTH EXTERIOR ELEVATION
1/8" = 1'-0"



2 EAST EXTERIOR ELEVATION
1/8" = 1'-0"



3 WEST EXTERIOR ELEVATION
1/8" = 1'-0"



4 SOUTH EXTERIOR ELEVATION
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COLOR EXTERIOR /
 STOREFRONT ELEVATIONS **A5.0**
 BN1556
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38-01-2821
 9/23/2021